



WSOC-TV

WSOC-TV  
1901 North Tryon Street  
Charlotte, NC 28206-2700  
Greer, Margolis, Mitchell & Associates  
3050 K Street NW  
Washington, DC 20007

Schedule Dates 08/11/12-08/16/12  
Advertiser Pol/B Obama/D/PreUS (16256)  
Agency Greer, Margolis, Mitchell & Associates (2890)  
Product Political - Federal Candidate (1067)  
Brand 1596 SKED B (134936)

Salesperson Telerip/Philadelphia  
Sales Office Telerip/Philadelphia  
Buyer Name BASSETT, LAURA  
Phone/Fax /  
CPE 95/10/1/1596  
Account Types National/political  
Comments Standard  
OBAMA SKED B  
OBAMA FOR AMERICA - SCHEDULE B

Date Entered 08/10/12  
Last Modified 08/10/12  
Entered By Jill Hipskind  
Co-Op No  
Headline # 06272874  
Demo  
Order Type Package Deal  
Commission % 15.00  
Commission \$8,531.25  
Net Total \$48,343.75  
Sales Tax

Contract # 326416

By Broadcast Month  
Aug. 2012 47  
Grand Total: 47  
\$56,875.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / Spot	08/13/12-08/16/12	3	:30	10A- 11A (EST)	2	X	X	X	X				2	\$600.00	\$1,200.00	Charlotte (WSOC)	DR. PHIL LTC:8/7/12	8/10/12
2.0	Normal Line / Spot	08/13/12-08/16/12	2	:30	11:35P- 12:02A (EST)	4	X	X	X	X				4	\$1,000.00	\$4,000.00	Charlotte (WSOC)	NIGHTLINE	8/10/12
3.0	Normal Line / Spot	08/13/12-08/16/12	3	:30	10:58A- 12P (EST)	2	X	X	X	X				2	\$700.00	\$1,400.00	Charlotte (WSOC)	THE VIEW	8/10/12
4.0	Normal Line / Spot	08/13/12-08/16/12	2	:30	12:05A- 1:05A (EST)	2	X	X	X	X				2	\$350.00	\$700.00	Charlotte (WSOC)	JIMMY KIMMEL	8/10/12
5.0	Normal Line / Spot	08/13/12-08/16/12	2	:30	12P- 1P (EST)	2	X	X	X	X				2	\$700.00	\$1,400.00	Charlotte (WSOC)	EYEWITNESS NEWS	8/10/12
6.0	Normal Line / Spot	08/13/12-08/16/12	5	:30	4P- 5P (EST)	1	X	X	X	X				1	\$825.00	\$825.00	Charlotte (WSOC)	DR. OZ	8/10/12
7.0	Normal Line / Spot	08/13/12-08/16/12	3	:30	5A- 5:30A (EST)	4	X	X	X	X				4	\$600.00	\$2,400.00	Charlotte (WSOC)	EYEWITNESS NEWS	8/10/12
8.0	Normal Line / Spot	08/13/12-08/16/12	3	:30	5P- 5:30P (EST)	4	X	X	X	X				4	\$1,700.00	\$6,800.00	Charlotte (WSOC)	EYEWITNESS NEWS 5:00PM	8/10/12
9.0	Normal Line / Spot	08/13/12-08/16/12	2	:30	5:30A- 6A (EST)	4	X	X	X	X				4	\$650.00	\$2,600.00	Charlotte (WSOC)	EYEWITNESS NEWS	8/10/12
10.0	Normal Line / Spot	08/13/12-08/16/12	3	:30	5:30P- 6P (EST)	4	X	X	X	X				4	\$1,800.00	\$7,200.00	Charlotte (WSOC)	EYEWITNESS NEWS 5:30PM	8/10/12
11.0	Normal Line / Spot	08/13/12-08/16/12	3	:30	6P- 6:30P (EST)	3	X	X	X	X				3	\$2,000.00	\$6,000.00	Charlotte (WSOC)	EYEWITNESS NEWS 6:00PM	8/10/12
12.0	Normal Line / Spot	08/13/12-08/16/12	2	:30	6:30A- 7A (EST)	2	X	X	X	X				2	\$2,000.00	\$4,000.00	Charlotte (WSOC)	EYEWITNESS NEWS	8/10/12

## CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Signed:

Comments:

WSOC-TV does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity. This non-discrimination provision is a condition of each advertising contract with this station whether verbal or written.



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Greer, Margolis, Mitchell & Associates  
3050 K Street NW  
Washington, DC 20007

Schedule Dates 08/11/12-08/16/12  
Advertiser Pol/P Obama/D/Pre/US (16256)  
Agency Greer, Margolis, Mitchell & Associates (2890)  
Product Political - Federal Candidate (1067)  
Brand 15916 SKED B (134936)

Salesperson Sales Office  
Buyer Name BASSETT, LAURA  
Phone/Fax /  
CPE 95/101/1596  
Account Types National/Political  
Billing Type Standard  
Comments OBAMA SKED B  
OBAMA FOR AMERICA - SCHEDULE B

## Contract # 326416

Date Entered 08/10/12  
Last Modified 08/10/12  
Entered By Jill Hipskind  
CO-OP No  
Headline # 062272874

Packate Deal  
Commission % 15.00  
Commission \$8,531.25  
Net Total \$48,343.75

Sales Tax  
Comments

By Broadcast Month		Spots	Rate
Aug. 2012		47	\$56,875.00
Grand Total:		47	\$56,875.00

Line	Line Type / Break Type (Ref #)	Dates	Sec.	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
13.0	Normal Line / Spot	08/13/12-08/16/12	2	:30	6:58P- 7:30P (EST)	2	X	X	X	X			2	\$2,000.00	\$4,000.00	Charlotte (WSOC)	INSIDE EDITION	8/10/12	
14.0	Normal Line / Spot	08/13/12-08/16/12	2	:30	7A- 8A (EST)	2	X	X	X	X			2	\$1,800.00	\$3,600.00	Charlotte (WSOC)	GOOD MORNING AMERICA	8/10/12	
15.0	Normal Line / Spot	08/13/12-08/16/12	2	:30	7:30P- 7:58P (EST)	2	X	X	X	X			2	\$2,000.00	\$4,000.00	Charlotte (WSOC)	1ST HOUR	8/10/12	
18.0	Normal Line / Spot	08/13/12-08/16/12	2	:30	8A- 9A (EST)	2	X	X	X	X			2	\$1,800.00	\$3,600.00	Charlotte (WSOC)	ENTERTAINMENT TONIGHT	8/10/12	
17.0	Normal Line / Spot	08/13/12-08/16/12	3	:30	9A- 10A (EST)	2	X	X	X	X			2	\$600.00	\$1,200.00	Charlotte (WSOC)	GOOD MORNING AMERICA	8/10/12	
18.0	Normal Line / Spot	08/11/12-08/14/12	2	:30	12P- 12:30P (EST)	1							1	\$550.00	\$550.00	Charlotte (WSOC)	2ND HOUR	8/10/12	
15.0	Normal Line / Spot	08/11/12-08/14/12	2	:30	6A- 8A (EST)	1							1	\$700.00	\$700.00	Charlotte (WSOC)	REGS	8/10/12	
20.0	Normal Line / Spot	08/12/12-08/12/12	2	:30	6A- 8A (EST)	1							1	\$700.00	\$700.00	Charlotte (WSOC)	EVENING NEWS	8/10/12	
																SATURDAY AM NEWS	SATURDAY AM NEWS	8/10/12	
																SUNDAY AM NEWS	SUNDAY AM NEWS	8/10/12	

## CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:

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REP HEADLINE# 6272874  
\*\*\* ORIGINAL REV#0 \*\*\*

REP: TEL# 610-225-4100  
ORDER WORKSHEET

FAX# 610-225-1191  
HARRIS REPORT FROM REP  
AUG10/12 13:4  
\*\*\* WSOC-TV \*\*\*

ADV # 7678	ADV. NAME POLI/B OBAMA/D/PRE/US	REP. #	OFF. # 220	SALESMAN #
AGY # 2890	AGY. NAME GREER, MARGOLIS, MITCHELL	BUYER NAME LAURA BASSETT		
	3050 K ST NW,			
	WASHINGTON, DC 20007			
ORDER #	CONTRACT # 6272874	CLASS: NATL.	LOCAL	REGIONAL
PRDCT OBAMA SKED B	EST#1596 COMMENTS: (LINE, ORDER, INVOICE)			
FLIGHT DATES AUG11/12	AUG16/12 WK-1			
CITY TAX	STATE TAX	CO-OP BILLING NEEDED	DATE AUG10/12 13:45	
REP:	TO JILL FR JARED NEW OBAMA ORDER - SKED B TOTAL \$56875 PLS CNF THANKS			

CON CM \*\*\*\* THIS IS A CASH IN ADVANCE SCHEDULE \*\*\*\*  
ALL INVOICES ARE TO BE SENT TO:  
GREER MARGOLIS  
ACCOUNTING  
1010 WISCONSIN AVENUE NW  
SUITE 800  
WASHINGTON, DC 20007  
OBAMA FOR AMERICA - SCHEDULE B

:LINE#:	REP	:CD:	TIME	PERIOD	: LGTH :	SEC :	: RATE :	: START :	END :	:SPTS:	WEEK :	DAYs :	:TOTL:
:LINE#:	:	:	:	:	:	:	:	: DATE	: DATE	:	INVT :	:	:SPTS:
AGENCY	ADVERTISER	CODE = 95	AGENCY	EST# = 1596									
AGENCY	PRODUCT	CODE = 101											
1	1100P-1135P	30											
PROGRAM :	EYEWITNESS NEWS	11P											
CON COM1:	EYEWITNESS NEWS	11P											

*X* SA, M-TH  
0

1 \$3,500.00 8/11 8/16

PROGRAM : EYEWITNESS NEWS 11P  
CON COM1: EYEWITNESS NEWS 11P

REP HEADLINE# 6272874  
\*\*\* ORIGINAL REV#0 \*\*\*

REP: TEL# 610-225-4100  
ORDER WORKSHEET

FAX# 610-225-1191  
HARRIS REPORT FROM REP AUG10/12 13.4  
\*\*\* WSOC-TV \*\*\*

REP HEADLINE# 6272874  
\*\*\* ORIGINAL REV#0 \*\*\*

REP: TEL# 610-225-4100 ORDER WORKSHEET

FAX# 610-225-1191 HARRIS REPORT FROM REP \*\*\* AUG10/12 13-4  
\*\*\* WSOC-TV \*\*\*

LINE#:	REP	CD:	TIME	PERIOD	LGH:	SEC:	RATE	START	END	SPTS:	WEEK	DAY	TOTL:	:SPTS:
:	LINE#:	:	:	:	:	:	:	DATE	DATE	/WK:	INVT:	:		
11				530P-600P		30	\$1,800.00	8/13	8/16	4	✓✓	M-TH	4	
PROGRAM :				EYEWITNESS NEWS		5:30PM								
CON COM1:				EYEWITNESS NEWS		5:30PM								
12				600P-630P		30	\$2,000.00	8/13	8/16	3	3	M-TH	3	
PROGRAM :				EYEWITNESS NEWS		6:00PM								
CON COM1:				EYEWITNESS NEWS		6:00PM								
13				630A-700A		30	\$2,000.00	8/13	8/16	2	2	M-TH	2	
PROGRAM :				EYEWITNESS NEWS		DAYBREAK								
CON COM1:				EYEWITNESS NEWS		DAYBREAK								
14				700P-730P		30	\$2,000.00	8/13	8/16	2	2	M-TH	2	
PROGRAM :				INSIDE EDITION										
CON COM1:				INSIDE EDITION										
15				700A-800A		30	\$1,800.00	8/13	8/16	2	2	M-TH	2	
PROGRAM :				GOOD MORNING AMERICA		1ST HOUR								
CON COM1:				GOOD MORNING AMERICA		1ST HOUR								
16				730P-800P		30	\$2,000.00	8/13	8/16	2	2	M-TH	2	
PROGRAM :				ENTERTAINMENT TONIGHT										
CON COM1:				ENTERTAINMENT TONIGHT										
17				800A-900A		30	\$1,800.00	8/13	8/16	2	2	M-TH	2	
PROGRAM :				GOOD MORNING AMERICA		2ND HOUR								
CON COM1:				GOOD MORNING AMERICA		2ND HOUR								
18				900A-1000A		30	\$600.00	8/13	8/16	2	3	M-TH	2	
PROGRAM :				REGIS										
CON COM1:				REGIS										
19				1200N-1230P		30	\$550.00	8/11	8/11	1	2	SAT	1	
PROGRAM :				EYEWITNESS NEWS		SATURDAY								
CON COM1:				EYEWITNESS NEWS		SATURDAY								

REP: TEL# 610-225-4100 FAX# 610-225-1191  
HEADLINE# 6272874  
ORDER WORKSHEET HARRIS REPORT FROM REP  
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\*\*\* AUG10/12 13-4  
WSOC-TV \*\*\*

REP: TEL# 610-225-4100 FAX# 610-225-1191  
ORDER WORKSHEET HARRIS REPORT FROM REP  
\*\*\* AUG10/12 13-4  
WSOC-TV \*\*\*

LINE#:	REP	CD:	TIME	PERIOD	LGTH	SEC	RATE	START	END	SPTS:	WEEK:	DAYS	TOTL:	SPTS:
LINE#:	:	:	:	:	:	:	:	DATE	DATE	/WEEK:	INVT	:	:	:
20				600P-630P	30		\$1,200.00	8/11	8/11	6	SAT		0	
PROGRAM :			EYEWITNESS	NEWS	SAT	6P								
CON COM1:			EYEWITNESS	NEWS	SAT	6P								
21			600A-800A		30		\$700.00	8/11	8/11	1	SAT		1	
PROGRAM :			SATURDAY	AM	NEWS									
CON COM1:			SATURDAY	AM	NEWS									
22			600A-800A		30		\$700.00	8/12	8/12	1	SUN		1	
PROGRAM :			SUNDAY	AM	NEWS									
CON COM1:			SUNDAY	AM	NEWS									
AUG/12								CONTRACT	TOTAL					
								SPOTS	SPOTS					
										56875.00				
										47				

MARKET TOTALS \$135,416 WSOC 42% WBTW 19% WCNC 20% WCCB 15% WJZY 2% WMYT 0% WAXN 2%  
SVC- NSI DEMOS- RA35+\*